

## A Study on Consumers' Impulsive Buying Behaviour in Selected Shopping Malls of Delhi/NCR

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### ABSTRACT

This study was conducted to examine the factors that affect consumers' impulsive buying behavior. The research was based on a field survey of 220 customers of Delhi/NCR. Special deals and promotions, employees' behavior, ease of payment, and self-service were the variables used in the study to find out how they affect consumers' impulsive buying behavior. Multiple linear regression was used as the statistical tool for data analysis. The findings highlighted that consumers' buying impulsively because of special deals and promotions, polite employees' behavior, ease of payment, and self service facilities available in the shopping malls. Special deals and promotions was the most important factor that triggers impulsive buying.

**Keywords:** Consumer; Impulsive buying behaviour; Shopping malls; Regression; Delhi/NCR.

### 1. Introduction and Review of Literature

India has achieved the fifth position in terms of nominal GDP and third largest in terms of purchasing power parity (PPP) in the world in the year 2024. The rising incomes and rising GDP, changing lifestyles, increasing disposable income have brought the major changes in the retailing sector. Changes in the consumer behavior have also been noticed due to rising incomes. The time where people buy from hawkers/shops have almost gone especially in metropolitan cities like Delhi because currently people prefer to buy from shopping malls because they have a wide range of stores under one roof which allow people to shop for different types of products without traveling to multiple locations. Malls are also popular spots for meeting friends and family, making them social hubs. Moreover, malls offer personalized assistance, gift-wrapping, and easy return/exchange policies that enhance the shopping experience. Furthermore, they provide a safe and secure environment for customers, with security personnel and surveillance, clean restrooms, comfortable seating areas, parking attracts more customers. While going to shopping malls, they bought many products impulsively due to special promotions, and exclusive in-store discounts. These factors coined a new term impulsive buying.

Impulsive buying, also known as impulse purchasing, refers to the spontaneous, unplanned decision to buy a product or service (Khuong & Tran, 2015). This decision is often made just moments before the purchase, influenced by emotions, sudden desires, or external stimuli rather than rational consideration or premeditated intention (Liao, et al., 2016). Impulsive buying is characterized by quick, emotion-driven purchasing decisions influenced by external factors and a desire for immediate satisfaction (Akram, et al., 2018).

Vishnu and Raheem (2013) found in their study that consumers were more likely to buy impulsively when they see free product and price discounts offers by the stores. Window displays and visual merchandising have an important role-play for consumer's impulse buying. Ukpabi, et al. (2015) conducted research on the sample size of 209 respondents. Store interior, store layout, store display, and store external environment were the four independent variables used in the study. The study highlighted that there is a positive correlation between impulse buying and

the four store atmospherics components. Their study revealed that women were more prone to buy on impulse than men. Ling & Yazdanifard (2015) revealed that the external factors such as situational factors, product's characteristics and website's characteristics also contribute to the impulsive purchase in online market. Deivanai (2019) conducted the study in Coimbatore city with 120 respondents. Data collected was analyzed with chi-square and percentage analysis. Sales promotion was one of the important factors for impulse buying behaviour at shopping malls. The sample comprised 62% male respondents, 38% female respondents, 65% were unmarried, and 42% were post graduate students. It was found that 82.5 percent of the respondents were affected through the salesmen perception in the shopping malls.

Rani & Catherine (2023) conducted a primary research on a sample of 171 respondents. It was found that significant association exists between income and impulsive buying. They found discount and offers were the most significant factors driving impulsive buying. Agrawal & Singh (2024) in their questionnaire based study on 109 consumers tried to find out the factors that have an influence on consumers' impulse buying behaviour for apparels. The findings highlighted that store environment, sales promotion and person's situation, showed positive significant influences with impulse buying. However, the construct product qualities and shopping enjoyment tendency have an adverse effect on impulse purchase.

### **1.1. Objective of the study**

The main objective of the study was to find out the factors that provoke consumers to buy impulsively in Delhi/NCR.

### **Hypotheses of the study**

H<sub>01</sub>: There is no significant impact of special deals and promotions on impulsive buying behavior of consumers.

H<sub>a1</sub>: There is a significant impact of special deals and promotions on impulsive buying behavior of consumers.

H<sub>02</sub>: There is no significant impact of employees' behaviour on impulsive buying behavior of consumers.

H<sub>a2</sub>: There is a significant impact of employees' behaviour on impulsive buying behavior of consumers.

H<sub>03</sub>: There is no significant impact of store atmosphere on impulsive buying behavior of consumers.

H<sub>a3</sub>: There is a significant impact of store atmosphere on impulsive buying behavior of consumers.

H<sub>04</sub>: There is no significant impact of ease of payment on impulsive buying behavior of consumers.

H<sub>a4</sub>: There is a significant impact of ease of payment on impulsive buying behavior of consumers.

## **2. Research Methodology**

(a) The population of this study includes all consumers living in Delhi/NCR who visited shopping malls regularly.

(b) Simple random sampling plan was implemented in the study because all consumers have equal chance of being including in the sample.

(c) A self-administered short and simple questionnaire was used for collecting primary data.

(d) Data was collected during weekends only from September 2023 to December, 2023.

(e) A total of 300 questionnaires were distributed to the consumers living in Delhi/NCR.

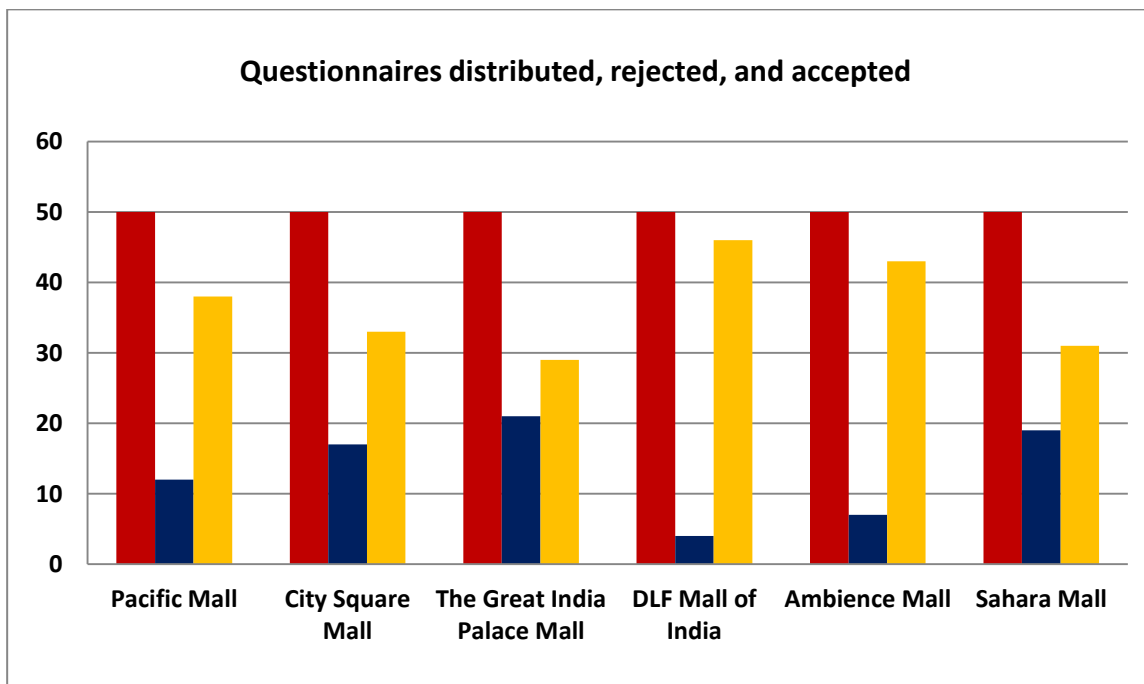
(f) 220 questionnaires were considered valid for data analysis (Table 1).

(g) The statistical tool used was multiple regression because four were independent variables and one was dependent variable.

**Table 1.** Sample Size

Cities	Shopping Malls	Questionnaires		
		Distributed	Rejected	Accepted
<b>Delhi</b>	Pacific Mall	50	12	38
	City Square Mall	50	17	33
<b>Noida</b>	The Great India Palace Mall	50	21	29
	DLF Mall of India	50	4	46
<b>Gurugram</b>	Ambience Mall	50	7	43
	Sahara Mall	50	19	31
<b>Total</b>		<b>300</b>	<b>80</b>	<b>220</b>

SOURCE: Primary Data.



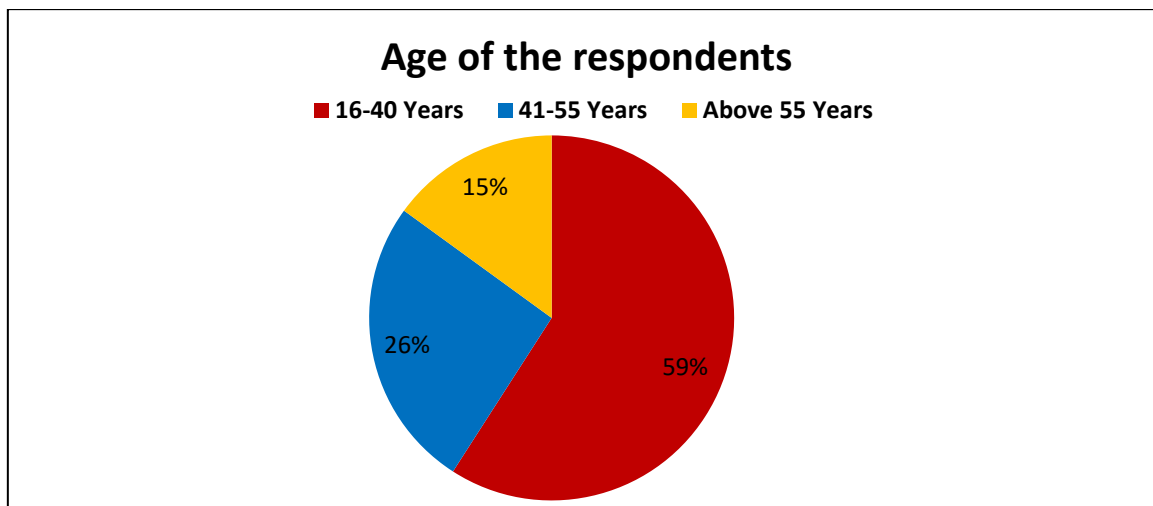
**Chart 1.** Shows the questionnaires distributed, rejected, and accepted

SOURCE: Table 1.

**Table 2.** Customers' Profile and buying attitude

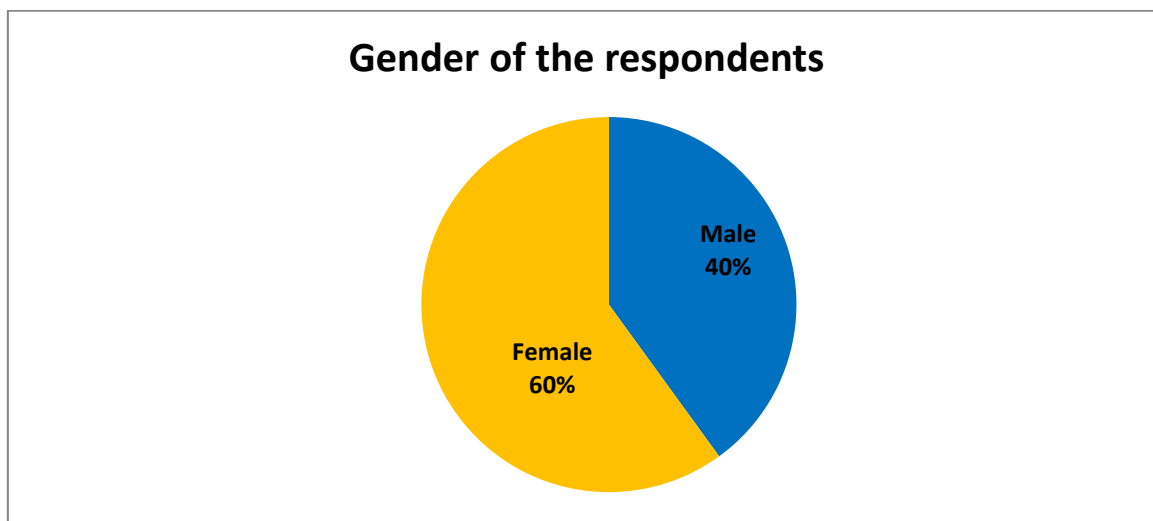
Age	Frequency	Percentage
16-40 Years	130	59
41-55 Years	57	26
Above 55 Years	33	15
<b>Total</b>	<b>220</b>	<b>100</b>
<b>Gender</b>		
Male	88	40
Female	132	60
<b>Total</b>	<b>220</b>	<b>100</b>
<b>Education</b>		
Graduation	134	61
Post-Graduation	44	20
Others	42	19
<b>Total</b>	<b>220</b>	<b>100</b>
<b>Monthly Income</b>		
Under 1,50,000	35	16
1,50,000-3,00,000	46	21
3,00,001-5,00,000	69	31
Above 5,00,000	70	32
<b>Total</b>	<b>220</b>	<b>100</b>
<b>Reason for buying</b>		
Special deals and promotions	112	51
Store atmosphere	53	23
Employees Behaviour	31	14
Ease of payment	24	11
<b>Total</b>	<b>220</b>	<b>100</b>
<b>Products bought impulsively</b>		
Electronic products	24	11
Books	7	3
Clothes	55	25
FMCGs	101	46
Groceries	33	15
<b>Total</b>	<b>220</b>	<b>100</b>

SOURCE: Primary Data.



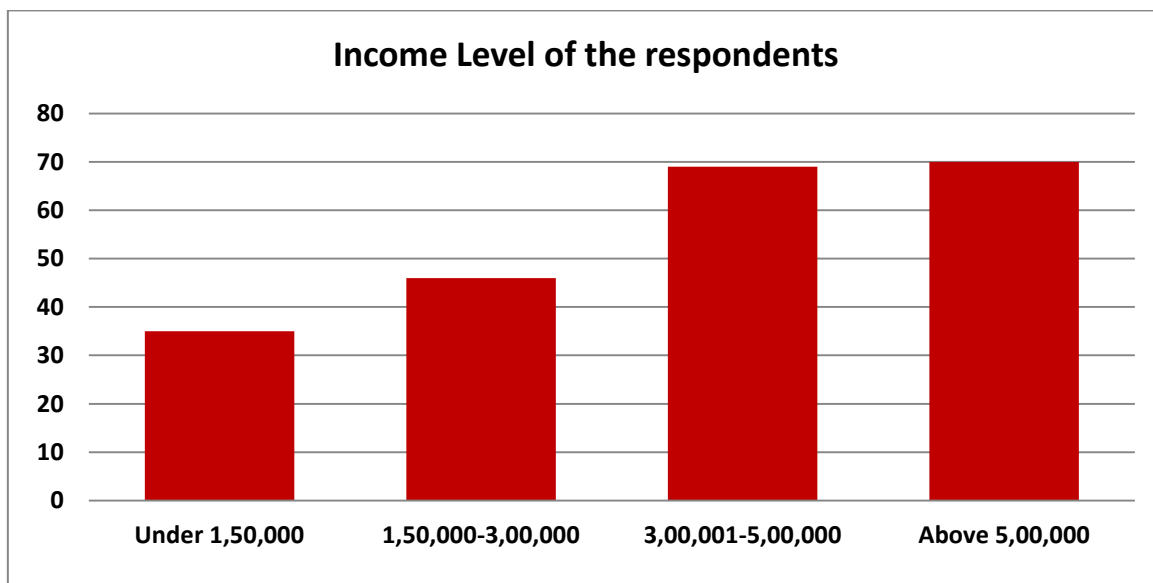
**Chart 2.** Shows the Age of the respondents

SOURCE: Table 2.



**Chart 3.** Shows the gender of the respondents

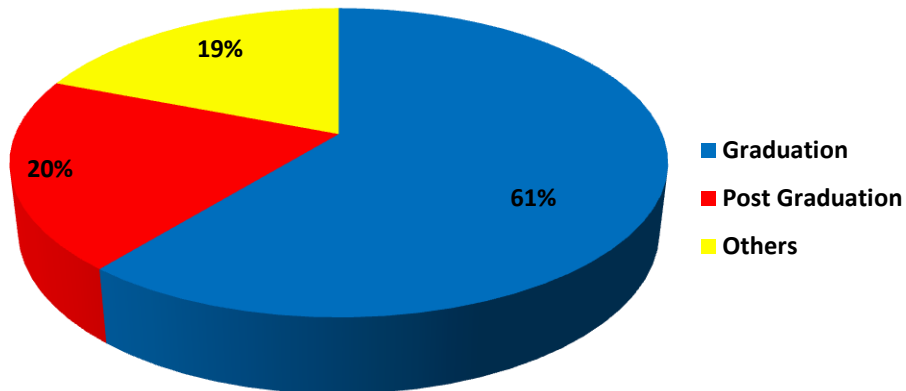
SOURCE: Table 2.



**Chart 4.** Shows the Income Level of the respondents

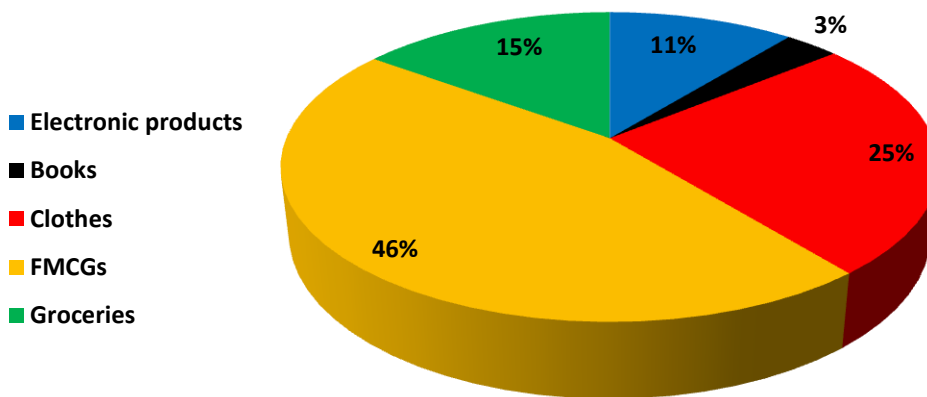
SOURCE: Table 2.

**Educational status of the respondents**



**Chart 5.** Shows the educational status of the respondents  
SOURCE: Table 2.

**Types of products bought impulsively**



**Chart 6.** Shows the types of products bought impulsively  
SOURCE: Table 2.

**Table 3.** Multiple regression results

Model-1	Beta	Std. Error	t statistics	P Value
Special deals and promotions	0.603	0.037	16.109	0.000
Store atmosphere	0.469	0.031	15.006	0.002
Employees Behaviour	0.287	0.024	12.065	0.000
Ease of payment	0.327	0.057	2.547	0.000
Adjusted R square		0.651		
Standard Error		0.38399		
Durbin Watson		2.455		

Dependent Variable: impulsive buying behavior (IBB)

SOURCE: Output of SPSS\_18.

### 3. Hypotheses Testing

Multiple linear regression was used to test the four hypotheses of the study. The dependent variable was impulsive buying behavior (IBB). Table 3 highlights the values of adjusted R square, standard error, beta coefficients, Durbin Watson and P value. The value of adjusted R square (coefficient of determination) was 0.651 which means 65.1 percent variation in IBB is explained by the selected variables and rest of the variation ( $1-R^2$ ) is an unexplained variation in IBB due to variables that were not included in this model.

Besides, the value of unstandardized beta coefficient on special deals and promotions is 0.603 which is an indication of positive impact of special deals and promotions on IBB. It shows that one unit change in it will bring 0.603 unit change in IBB. The significant value corresponding to it is 0.000 which is less than 0.05 which means hypothesis 1 is rejected. It can be said that there is a significant impact of special deals and promotions on IBB. Furthermore, the values of unstandardized beta coefficients on store atmosphere, employees behaviour, and ease of payment were positive and statistically significant at 95% confidence level ( $P < 0.05$ ). Therefore, the null hypothesis second, third, and fourth stands rejected. It can be said that there is a significant impact of special deals and promotions, store atmosphere, employees' behaviour, and ease of payment on impulsive buying behavior.

### 4. Conclusion

The present research was conducted to examine the factors that affect consumers' buying behavior in Delhi/NCR. The study used four variables that trigger impulsive buying on the basis of past empirical researches namely special deals and promotions, store atmosphere, employees' behaviour, and ease of payment. A structured questionnaire consisted of twenty statements was used to collect primary data during September, 2023 to December, 2023 on weekends only because shopping malls were heavily crowded and customers also have enough time to fill the questionnaire. Furthermore, a total of 300 questionnaires were distributed to the consumers visiting shopping malls in Delhi/NCR wherein only 220 questionnaires were considered for data analysis. The values of unstandardized beta coefficients on store atmosphere, employees behaviour, and ease of payment were positive and statistically significant at 95% confidence level ( $P < 0.05$ ). Therefore, all the null hypothesis stands rejected. It can be said that there is a significant impact of special deals and promotions, store atmosphere, employees' behaviour, and ease of payment on impulsive buying behavior. The study also has some limitations because the research was confined to Delhi/NCR in the year 2023. Besides, the research was only based on four factors namely special deals and promotions, store atmosphere, employees' behaviour, and ease of payment only. Moreover, the sample size was limited to 220 respondents and multiple linear regression technique was used for analyzing the impact of study variables.

#### Declarations

#### Source of Funding

The study has no funding from any institution.

#### Competing Interests Statement

The author declares having no competing interest with any party concerned during this publication.

### Consent for Publication

The author declares that he consented to the publication of this study.

### Authors' contributions

All research work is from the author.

### Availability of data and material

All data pertaining to the research is kept in good custody by the author.

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